



Town of
DAGSBORO
D E L A W A R E

TASK FORCE
KICKOFF
MEETING

11/12/2015

AECOM

DOWNTOWN DEVELOPMENT DISTRICT ACT
PROJECT SCOPE & SCHEDULE
ROLES & RESPONSIBILITIES
PROJECTS & INVESTMENTS
DRAFT DISTRICT BOUNDARY
ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

EXERCISES:
SWOT ANALYSIS
COMMUNITY SURVEY

NEXT STEPS

**TODAY'S
AGENDA**

DOWNTOWN DEVELOPMENT DISTRICT ACT



DDD OVERVIEW

- Enacted in 2014 by the General Assembly:
 - Housing & Community Development
 - Build stable community of long-term residents
 - Increase homeownership for all incomes
 - Reduce amount of vacant housing
 - Economic Development
 - Improve commercial vitality
 - Stimulate job growth
 - Build diverse array of businesses
 - Harness attraction of Delaware downtowns

DOWNTOWN DEVELOPMENT DISTRICT ACT



DDD OVERVIEW

- 2014: 10 Applications
 - Approved 3 Districts: Wilmington, Dover, and Seaford
- Limited number of Districts to 15 at one time
- 10 year District designation with potential for two 5-year extensions
- Offset 20% of capital construction costs for private developers
- Status:
 - No applications are being accepted in the current Fiscal Year
 - No Funding

DOWNTOWN DEVELOPMENT DISTRICT ACT



DDD OVERVIEW

- 3 Application Components
 - Need and Impact of the District designation (50% weight)
 - Quality of the District Plan (30% weight)
 - Quality of the Local Incentives offered (20% weight)

DOWNTOWN DEVELOPMENT DISTRICT ACT



NEIGHBORHOOD BUILDING BLOCKS FUND

- Funded by the JP Morgan Chase Settlement Agreement
- \$350,000 allocated to planning
- Awarded one of 7 NBBF grants in 2015
- Dagsboro received \$36,000 to develop a District Plan:
 - Include an extensive stakeholder and public outreach process
 - Prepare a District Plan and Maps for submission to State Office of Planning Coordination (and future DDD designation application)
 - Engage a planning consultant – AECOM

PROJECT SCOPE



DISTRICT PLAN

The District Plan will:

- Set forth a shared vision
- Identify opportunities
- Identify obstacles
- Recommend tools that incentivize economic development
- Identify a Priority Project
- Be the primary branding & marketing tool
- Provide a competitive edge when seeking funding

Performance Metrics:

- A user-friendly document with specific and achievable recommendations
- Downtown Development District designation
- New marketing and economic development incentive tools

PROJECT SCOPE



DISTRICT PLAN

Tasks/ Outline:

- Background
- Existing Conditions Analysis
- Vision, Goals & Objectives
- Strategies



- *Demographic & Housing*
- *Economic Development*
- *Natural & Cultural Resources*
- *Land Use & Zoning*
- *Built Environment*
- *Development Potential*
- *Community Events/Outreach*

PROJECT SCOPE



DISTRICT PLAN

Implementation:

- Local Incentives
- Key Priority Project
- Political Will & Ability
- Local Leadership Role
- Agency Coordination
- Funding Opportunities
- Marketing & Branding

PROJECT SCHEDULE



- Task 1. Research & Data Collection: ✓ Complete | ongoing

- Task 2. Existing Conditions Analysis: Task Force Meeting #1 (tonight)

- Task 3. Vision, Goals & Objectives: Community Event #1 (Christmas Parade, December 10th)
Task Force Meeting #2 (January 2016)

- Task 4. Strategies & Implementation: Task Force Meeting #3 (February 2016)

- Task 5. Maps & Illustrative Plan: Ongoing

- Task 6. Plan Adoption & Submit Application: Task Force Meeting #4 (TBD)
Public Hearing (TBD)
Plan Adoption (TBD)

ROLES & RESPONSIBILITIES



ROLES & RESPONSIBILITIES



STAKEHOLDERS & ORGANIZATIONS

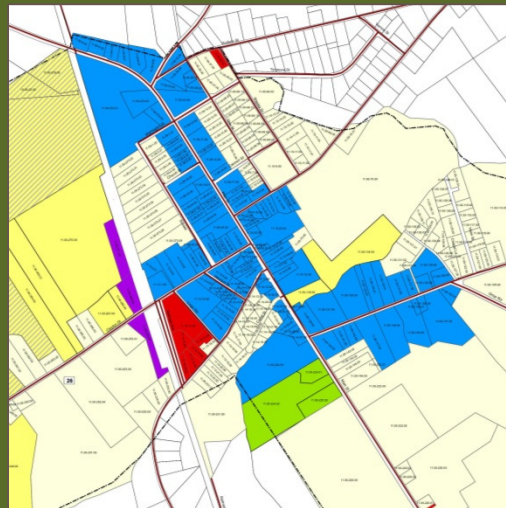


PROJECTS & INVESTMENTS



CURRENT DOCUMENTS

- Comprehensive Plan
- Town Center District
- Development Design Standards
- Green Ordinances



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PROJECTS & INVESTMENTS

Town of
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RECENT INVESTMENTS

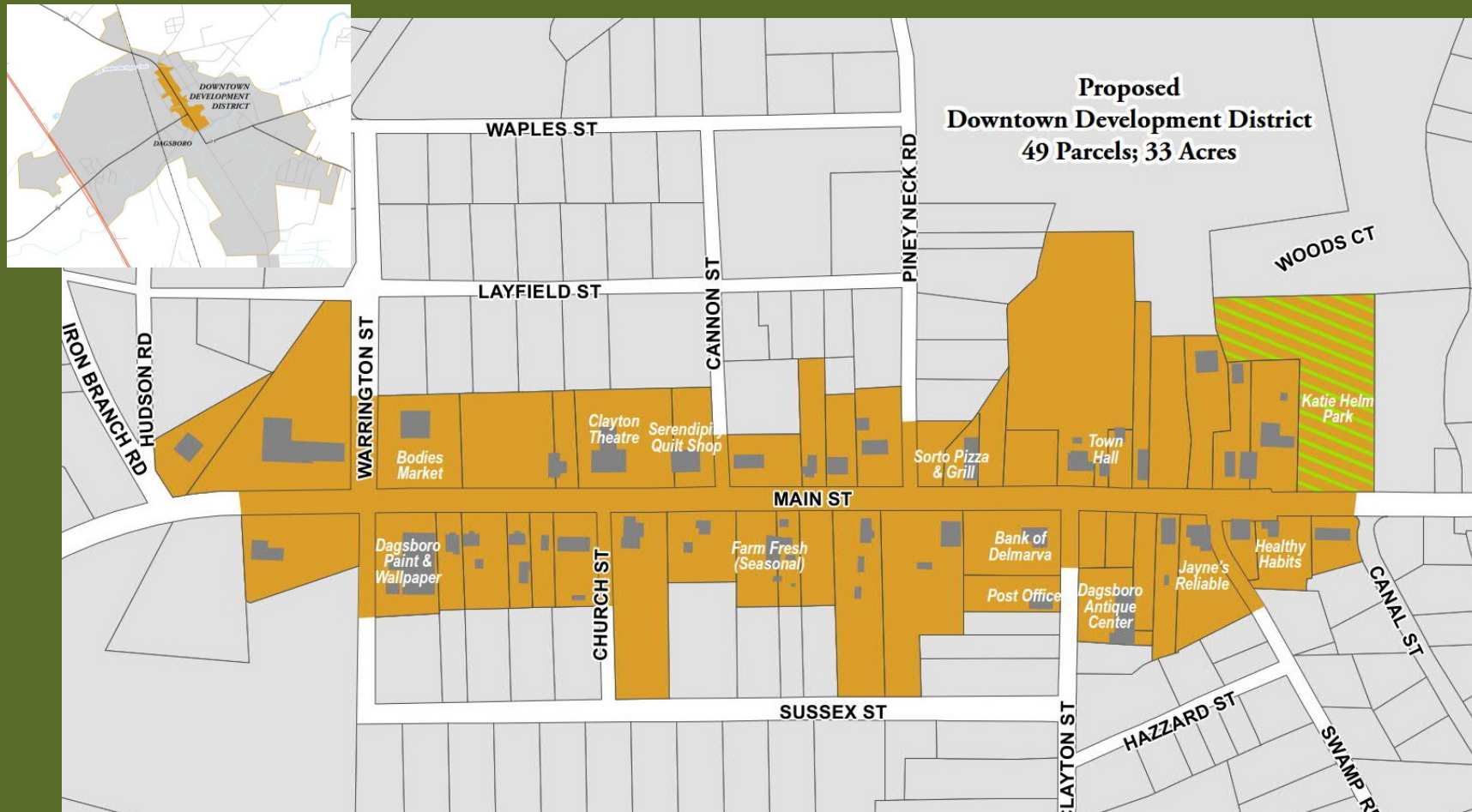
- Streetscape Improvements
- Tree Planting & Protection
- Katie Helm Park



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DRAFT DISTRICT BOUNDARY

Town of
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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



DEMOGRAPHICS

Population

- 16% increase between 2000 (170) and 2010 (197) *District*
- 55% increase between 2000 (519) and 2010 (805) *Town*

Income / Poverty

- Median household income - 2013
 - Town - \$49,167
 - County - \$52,710
 - State - \$60,000
- Median per capita income - 2013
 - Town - \$26,250
 - County - \$26,908
 - State - \$28,200
- Poverty rate - 2013
 - Town - 10.3%
 - County - 13.4%
 - State - 11.7%

ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



HOUSING

Owner-Occupied

- District – 74.0%
- Town – 64.3%
- County – 78.6%
- State – 72.1%

Vacancy

- District – 16.0%
- Town – 19.9%
- County – 35.5%
- State – 15.7%

ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



Occupations

Management, business, science, and arts	37.4%
Sales and office	27.3%
Service	19.9%
Production, transportation, and material moving	8.9%
Natural resources, construction, and maintenance	6.5%

4.9% Unemployment

EMPLOYMENT

Industries

Educational services, health care & social assistance	31.1%
Retail trade	16.8%
Arts, entertainment, recreation, accommodation & food services	15.9%
Finance & insurance, real estate & rental and leasing	7.4%
Professional, scientific, management, administrative & waste management services	6.5%
Construction	6.3%
Manufacturing	4.5%
Transportation & warehousing, utilities	4.5%
Public administration	2.9%
Other services, except public administration	2.4%
Agriculture, forestry, fishing & hunting, mining	0.9%
Information	0.4%
Wholesale trade	0.4%

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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



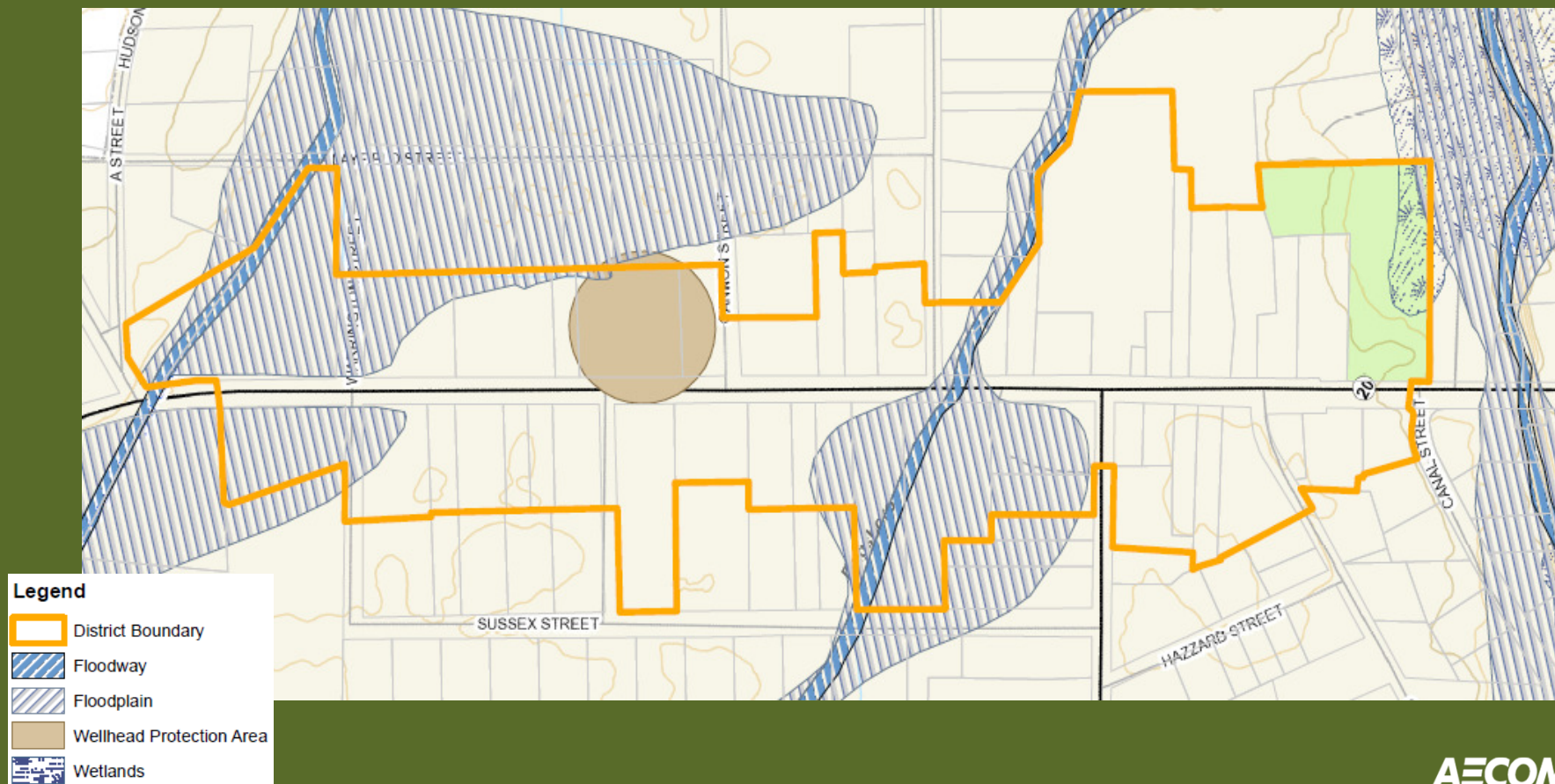
EDUCATION

	2013	2010	2000
High School Diploma or Higher	91.0%	81.3%	80.3%
Bachelor's Degree or Higher	22.4%	15.9%	19.2%

ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

Town of
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ENVIRONMENT



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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



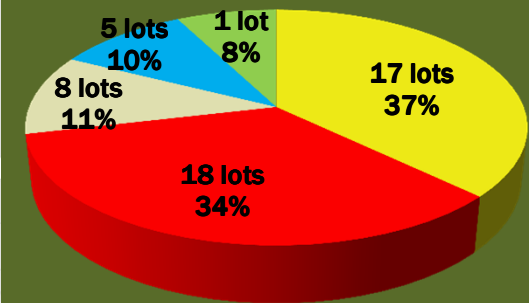
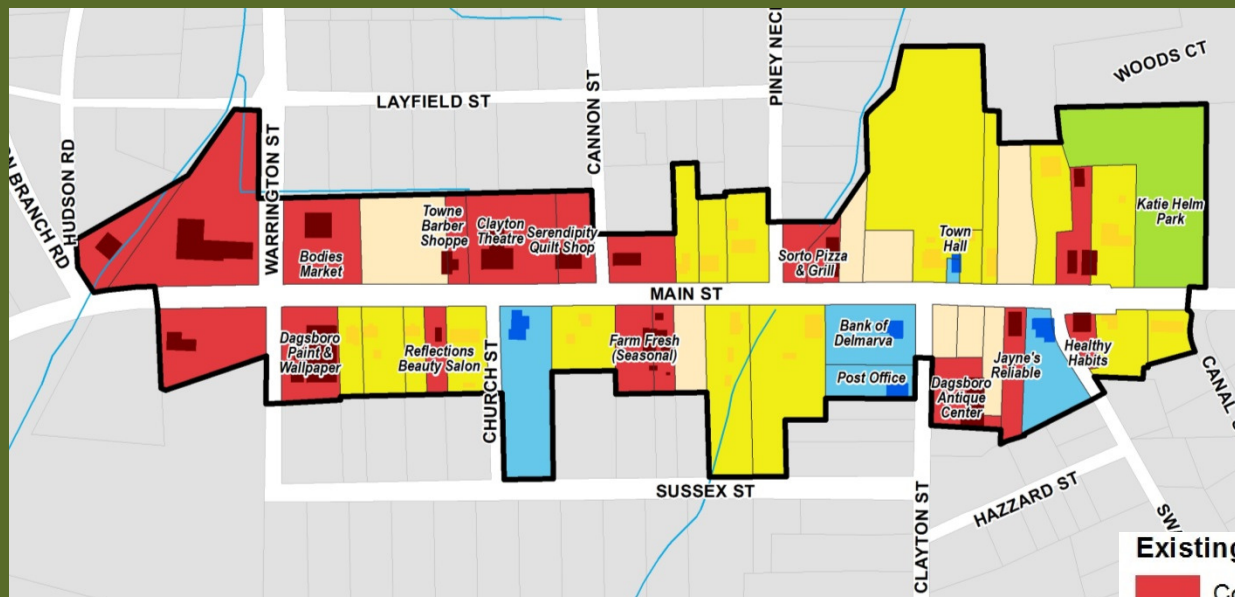
COMMUNITY EVENTS

- Ice Cream Festival & Bake Sale
- Annual Christmas Parade
- Annual Tree Lighting



ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

EXISTING CONDITIONS: LAND USE



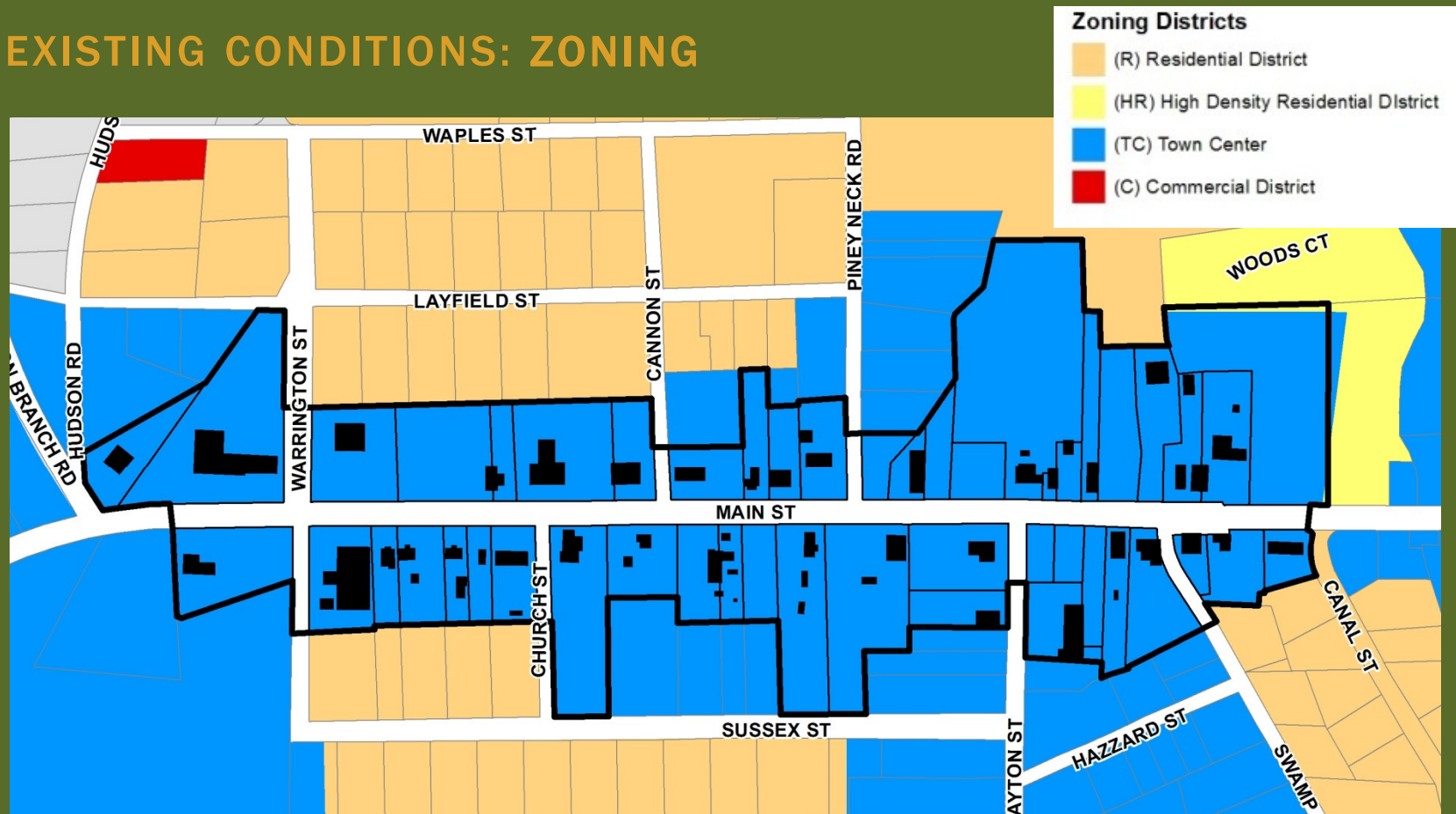
Existing Land Use



ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

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EXISTING CONDITIONS: ZONING

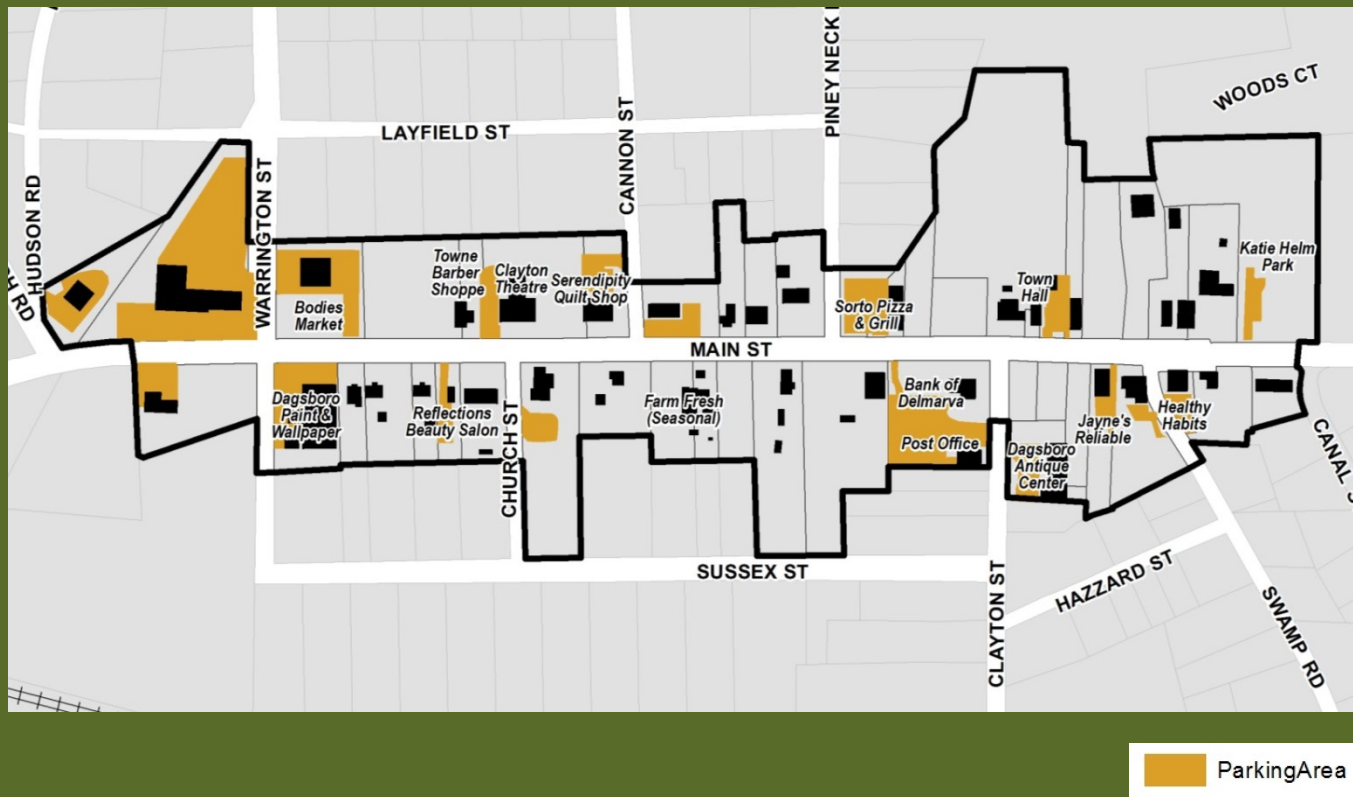


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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

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EXISTING CONDITIONS: PARKING



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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

EXISTING CONDITIONS: TRANSPORTATION



SWOT ANALYSIS
COMMUNITY SURVEY

EXERCISES

ISSUES,
CHALLENGES,
ASSETS &
OPPORTUNITIES

SWOT Analysis

- Small town character

- Beach traffic

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

- Beach traffic

- Competition with Route 113

ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



COMMUNITY SURVEY

- Approve questions (Task Force)
- Prepare outreach brochure (AECOM)
- Create online survey forms (AECOM)
- Test online survey forms (AECOM)



Survey Release Date – 12/10
Holiday Photo Booth Promotion



AECOM

- *Finalize Research & Data Collection*
- *Finalize Existing Conditions Analysis*
- *Finalize/Administer Community Survey*
- *Prepare for Christmas Parade*
- *Begin drafting preliminary Goals & Objectives*
- *Prepare Maps*

TASK FORCE MEMBERS

- *Sign up today!*
- *Continue SWOT Analysis*
- *Complete & help distribute Community Survey*
- *Think about Goals, Objectives, and Strategies*

EVENTS/MEETINGS

- *Christmas Parade – December 10th*
- *Task Force Meeting #2- January*
- *Task Force Meeting #3- February*

**NEXT
STEPS**

AECOM



Lauren Good
lauren.good@aecom.com
302-781-5906

Thank you